

The Wisconsin Ethics Commission is providing the below information pursuant to §Wis. Stat. 13.685(7). Please visit the *Eye On Lobbying* website, <https://lobbying.wi.gov>, for more detailed information about lobbyists, lobbying principals (organizations), and state agency liaisons.

New Lobbying Principals

1/12/2021 - 1/19/2021

Principal Name	Mailing Address	Area Of Interest
Act, Inc.	Nielsen Merksamer et al., 2350 Kerner Blvd., Suite 250, San Rafael, CA, 94901	Education
Alliance for Responsible Consumer Legal Funding (ARC)	9525 W. Bryn Mawr Ave. Suite 900, Rosemont, IL, 60018	Issues affecting consumer finance and legal funding.
American Red Cross	4860 Sheboygan Ave, Madison, WI, 53705	The Red Cross will target areas that help people prevent, prepare for, and respond to emergencies. Such areas may include disaster response and education, terrorism response, medical and health issues, and education on issues such as CPR, Compression only CPR, or other first-aid responses. Red Cross is also interested in anything related to blood donation and maintaining an adequate blood supply to be able to respond in times of need.
Apartment Association of Southeastern Wisconsin, Inc.	PO BOX 4125, MILWAUKEE, WI, 532047905	Landlord/tenant legislation and administrative rules Municipal regulation of the rental housing industry Construction, safety and budget issues affecting rental property owners
Bicycle Federation of Wisconsin	187 E. Becher St, Suite B, Milwaukee, WI, 53207	All issues related to bicycle and pedestrian safety or budgeting for bicycle and pedestrian projects, eBike legislation, and eminent domain.
Citizens Against Expanded Gambling, Inc	PO Box 7294, Appleton, WI, 54912	Gambling Lottery Casinos On-line Gambling - Gaming such as Daily Fantasy Sports, Sports Gambling, e-Sports Gambling
Consumer Data Industry Association	1 S. Pinckney Street, Suite 318, Madison, WI, 53703	All matters related to credit reports; data regulation; data security; credit scoring; access to public records.

Principal Name	Mailing Address	Area Of Interest
JPMorgan Chase Holdings LLC	383 Madison Avenue, New York, NY, 10179	Issues and matters related to the regulation of banking and trust services. Issues and matters related to providing financial services. Issues and matters related to taxation and state tax policy. Issues and matters related to foreclosure policy.
Professional Ambulance Association of Wisconsin	13665 Acre View Dr, Brookfield, WI, 53005	Assist in development of legislation regarding Emergency Medical Services.
RAI Services Company (formerly Reynolds American Inc.)	401 North Main Street, Winston-Salem, NC, 27102	Legislation impacting RAI Services Company.; tobacco issues. Topics: Tax of tobacco products Regulation of internet tobacco sales Statewide smoking policies Tax Stamp Study The electronic cigarette Budget Bill Subjects: Dept. of Revenue
Safari Club	S.40 W.28112 Hwy 59, Waukesha, WI, 53189	Hunting bills, and any and all bills that effect the ability of sportsman to participate in our hunting rights and heritage.
Vimo, Inc. d/b/a GetInsured	1305 Terra Bella Avenue, Mountain View, CA, 94043	All matters relating to the Affordable Care Act (ACA) and establishing a state based marketplace
Wisconsin Infrastructure Investment Now, Inc.	4230 East Town Blvd. #245, Madison, WI, 53704	Transportation facilities, renewable and traditional energy projects, mining and other infrastructure projects and to promote governmental policies that support such infrastructure investment and expansion.

New Licensed Lobbyists

1/12/2021 - 1/19/2021

Lobbyist Name	Licensed Date
Bjorge, Lydia	1/13/2021
Forbes, Meagan	1/12/2021
Giese, Heiner	1/12/2021
Guillory, Stephanie	1/12/2021
Laeser, Scott	1/12/2021
Meyer, George	1/15/2021
Munger, Sam	1/14/2021
Pickens, Lorri	1/14/2021
Sella, Barbara	1/13/2021
Trawicki, Dan	1/14/2021

Lobbyist Name	Licensed Date
Wedig, Mykel	1/14/2021

New Lobbyist Authorizations

1/12/2021 - 1/19/2021

Lobbyist Name	Principal Name	Authorized Date
Anderson, Christopher	Professional Ambulance Association of Wisconsin	1/15/2021
Brooks, Bryan	Alliance for Responsible Consumer Legal Funding (ARC)	1/14/2021
Brooks, Bryan	Consumer Data Industry Association	1/14/2021
Childress, Jason	MTM Inc.	1/14/2021
Engel, Andrew	American Red Cross	1/13/2021
Fitzgerald, Jeff	Alliance for Responsible Consumer Legal Funding (ARC)	1/14/2021
Fitzgerald, Jeff	Consumer Data Industry Association	1/14/2021
Fitzgerald, Jeff	RAI Services Company (formerly Reynolds American Inc.)	1/12/2021
Forbes, Meagan	Institute for Justice	1/12/2021
Gard, John	Wisconsin Infrastructure Investment Now, Inc.	1/12/2021
Giese, Heiner	Apartment Association of Southeastern Wisconsin, Inc.	1/12/2021
Goyke, Gary	Bicycle Federation of Wisconsin	1/12/2021
Goyke, Gary	Milwaukee Area Service & Hospitality Workers Organization (MASH)	1/12/2021
Guillory, Stephanie	Act, Inc.	1/13/2021
Hubbard, Gregory	JPMorgan Chase Holdings LLC	1/15/2021
Hubbard, Gregory	Milwaukee Public Schools	1/12/2021
Hubbard, Gregory	Wisconsin Automobile and Truck Dealers Association, Inc.	1/13/2021
Kussow, Matthew	Professional Ambulance Association of Wisconsin	1/15/2021
Laeser, Scott	Clean Wisconsin Inc	1/13/2021
Langenohl, Tony	Marshfield Clinic Health System	1/15/2021
Lee, Misha	Vimo, Inc. d/b/a GetInsured	1/12/2021
Leibham, Joe	MTM Inc.	1/14/2021
Love, Maxwell	Milwaukee Area Service & Hospitality Workers Organization (MASH)	1/12/2021
McDermott, Catherine	American Red Cross	1/13/2021
Meyer Smith, Amber	Clean Wisconsin Inc	1/13/2021

Lobbyist Name	Principal Name	Authorized Date
Murray, E	Apartment Association of Southeastern Wisconsin, Inc.	1/12/2021
Murray, Mike	Planned Parenthood Advocates of Wisconsin	1/13/2021
Murray, Mike	Planned Parenthood of Wisconsin Inc	1/13/2021
Pagel, Matthew	Northern States Power d/b/a Xcel Energy	1/15/2021
Petersen, Eric	RAI Services Company (formerly Reynolds American Inc.)	1/12/2021
Pickens, Lorri	Citizens Against Expanded Gambling, Inc	1/15/2021
Posley, Keith	Milwaukee Public Schools	1/12/2021
Rickman, Peter	Milwaukee Area Service & Hospitality Workers Organization (MASH)	1/12/2021
Rickman, Peter	SEIU Wisconsin State Council	1/12/2021
Romportl, Daniel	Wisconsin Automobile and Truck Dealers Association, Inc.	1/13/2021
Romportl, Daniel	Wisconsin Public Transportation Association	1/15/2021
Rothschild, Matthew	Wisconsin Democracy Campaign	1/12/2021
Sepic, William	Wisconsin Automobile and Truck Dealers Association, Inc.	1/13/2021
Snyder, Chris	Wisconsin Automobile and Truck Dealers Association, Inc.	1/13/2021
Speer, Beverly	Wisconsin Democracy Campaign	1/12/2021
Trawicki, Dan	Safari Club	1/15/2021
Tyre, Scott	Wisconsin Automobile and Truck Dealers Association, Inc.	1/13/2021
White, Katie	JPMorgan Chase Holdings LLC	1/15/2021
White, Katie	Milwaukee Public Schools	1/12/2021
White, Katie	Wisconsin Automobile and Truck Dealers Association, Inc.	1/13/2021
Wilson, A.J.	JPMorgan Chase Holdings LLC	1/15/2021
Wilson, A.J.	Milwaukee Public Schools	1/12/2021
Wilson, A.J.	Wisconsin Automobile and Truck Dealers Association, Inc.	1/13/2021
Zelenkova, Ramie	JPMorgan Chase Holdings LLC	1/15/2021
Zelenkova, Ramie	Milwaukee Public Schools	1/12/2021
Zelenkova, Ramie	Wisconsin Automobile and Truck Dealers Association, Inc.	1/13/2021